



# PROJECT PROPOSAL DEVELOPMENT— BASIC STEPS



Bangkok, August 2016

CRITICAL ECOSYSTEM  
PARTNERSHIP FUND



“Your proposal is innovative. Unfortunately we won’t be able to use it because we’ve never tried something like this before.”

- Step 1: Read the Call



Donor strategy  
and need

- Your strategy  
and need
- Your capacity

Check **Eligibility**



6 July 2016



**CRITICAL ECOSYSTEM**  
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## Call for Letters of Inquiry, Indo-Burma Hotspot Small Grants

**Countries:** Cambodia, China, Lao PDR, Myanmar, Thailand and Vietnam

**Deadline:** Wednesday 17 August 2016

**Eligible Strategic Directions:** 4 or 8 (you must choose only one)

**Small grant** (≤\$20,000) Letters of Inquiry only. Submit by email to [CEPF-Indoburma@iucn.org](mailto:CEPF-Indoburma@iucn.org)

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The Indo-Bur...  
Vietnam, plus

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Applicants ar...  
(summarised i...  
English [here](#)...  
CEPF-Indobur

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IUCN, KFBG...  
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This call is op...  
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### Strategic Directions E

#### Strategic Direction 4, Em priority key biodiversity a

*NOTE: Projects under Inv...  
sites identified in Table 24...  
must focus on one or more...  
and 10b on pages 40-42 o...  
identified during the March*

IUCN, KFBG, MERN and  
priorities:

- 4.1 Raise awareness about
- 4.2 Pilot and amplify con
- 4.3 Develop co-manage
- 4.4 Participate in mana
- 4.5 Support expansion

#### Strategic Direction 8, Stre and livelihoods at regiona

*NOTE: For projects unde...  
adequately resourced coon...  
promote good governance.*

IUCN, KFBG, MERN and  
priorities:

- 8.1 Support networking a
- 8.2 Provide core support
- 8.3 Establish clearing ho

### Additional Informatio

Individuals must work with...  
Anyone who is uncertain o...  
[Indoburma@iucn.org](mailto:Indoburma@iucn.org). Guid...  
applying are encouraged to

Grants cannot be used for:...  
(including those with arch...  
(iii) relocation of people o...  
funds. All activities must c...  
found [here](#).

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**Applicants for small grants (up to US\$20,000)** can apply in English or local languages (Burmese, Chinese, Khmer, Lao, Thai or Vietnamese), using the offline template available [here](#). Completed LoIs should be sent as an e-mail attachment to [CEPF-Indoburma@iucn.org](mailto:CEPF-Indoburma@iucn.org). Receipt of the application will be acknowledged by e-mail. Applicants will be contacted thereafter as to how to proceed. Questions or concerns during this process can be sent to [CEPF-Indoburma@iucn.org](mailto:CEPF-Indoburma@iucn.org)

The deadline for receipt of LoIs is Wednesday 17 August 2016.

Please note that hardcopy LoIs are not acceptable.

Answers to Frequently Asked Questions (in English) may be found [here](#).

#### **Further information and assistance can be obtained from:**

CEPF Regional Implementation Team, IUCN Asia Regional Office,  
63 Sukhumvit Soi 39, Wattana, Bangkok 10110, Thailand  
Email: [cepf@iucn.org](mailto:cepf@iucn.org)  
Tel: +66 2 662 4029; Fax: +66 2 662 4389.

and

Kadoorie Conservation China, Kadoorie Farm & Botanic Garden  
Lam Kam Road, Tai Po, New Territories, Hong Kong.  
Email: [cepf@kfbg.org](mailto:cepf@kfbg.org)  
Tel: +852 24837178; Fax: +852 24837198

and

Myanmar Environment Rehabilitation-conservation Network (MERN)  
Room 302, Building 212-213, Sabal Marga Street, Hantharyekmon Housing  
Ward-5, Simalite, Kamaryut Township, Yangon, Myanmar  
Email: [mern.myanmar@gmail.com](mailto:mern.myanmar@gmail.com)  
Tel: +95 1 536201; +95 9 49577439

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- Step 1: Read the Call
- Step 2: Consult your Idea with Others
- Step 3: Situation Analysis



What is  
the  
**problem**

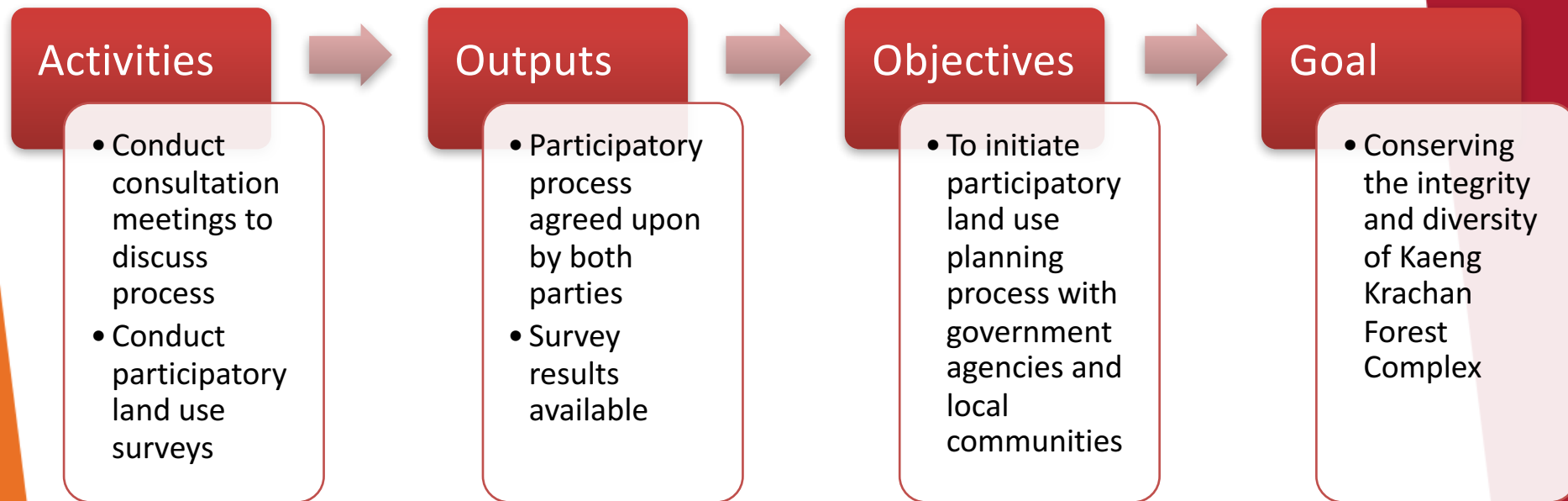
What  
**caused**  
the  
problem

What is  
the  
**solution**

Be **Specific**



- Step 1: Read the Call
- Step 2: Consult your Idea with Others
- Step 3: Situation Analysis
- Step 4: Logframe / Theory of Change



- Step 1: Read the Call
- Step 2: Consult your Idea with Others
- Step 3: Situation Analysis
- Step 4: Logframe / Theory of Change
- Step 5: Indicators
- Step 6: Safeguards, gender, cross-cutting themes
- Step 7: Budget

**Be Realistic**







**Start writing...**

**Be clear and concise**



## 12 Tips For Getting Your Grant Idea Funded

### 1. Read the ecosystem profile.

Reading the hotspot's ecosystem profile — or, at a minimum, the chapter on investment strategy and program focus — will help determine if your project is a good fit for CEPF before you put time and energy into writing an LOI.

"We have to focus on certain places and on certain types of activities so that we can have a measurable impact and not spread too thinly," said Managing Director Jack Tordoff. "Nearly 50 percent of the proposals I've reviewed were rejected simply because they didn't fit the scope of the call."

It's also important to closely read through the call for proposals itself. Pay particular attention to the evaluation criteria. "The proposal to demonstrate how well it fulfills the evaluation criteria ultimately will determine whether it is approved or not," Graciela Michele Zador said.

1. Read the ecosystem profile
2. Be specific
3. Consult other stakeholders
4. Start small
5. Pick a project you're passionate about
6. Be realistic
7. Solicit feedback
8. Consider your audience
9. Get to the point
10. Think beyond the grant
11. Explain why you're the one for the job
12. Talk with us!



## From Theory to Practice

“Your ideas work in practice but not in theory. That worries me.”

